Content Domains

Digital Communication 10.0200.40

Domain 5
History and Law
5-10% Instructional Time

Domain 4
Marketing & Distribution
10-15% Instructional Time

Domain 3
Product Refinement
15-20% Instructional Time

Domain 2
Planning
20-25% Instructional Time

Domain 1
Production
40-50% Instructional Time
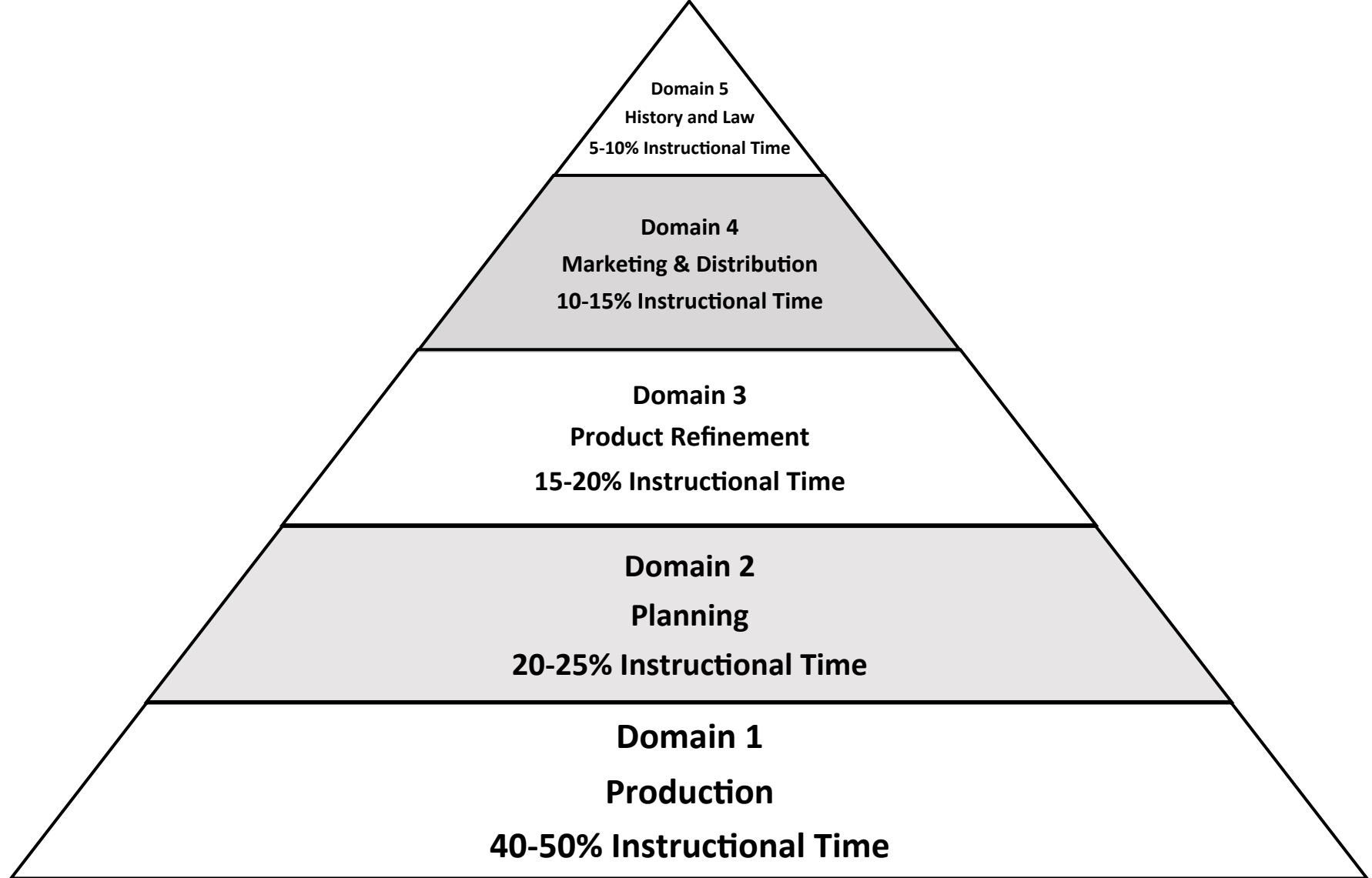
The technical standards for the Digital Communication Program are clustered in 5 domains. The greatest percentage of instructional time will be spent on domains 1, 2, and 3 with less time on domains 4 and 5. Students who complete the program should demonstrate a thorough knowledge in each of these domains.

ARIZONA CTE
CURRICULUM CONSORTIUM

AZ PROGRAMS OF STUDY

Blueprint for Instruction and Assessment

Digital Communication
10.0200.40

Domain	Related Standards	Instructional Time
Domain 1 Production	**STANDARD 5.0 Utilize computer applications to manage media** **STANDARD 6.0 Apply knowledge of data capture and manipulation** **STANDARD 8.0 Implement plan(s) for acquiring or creating a product in accordance with production phase tasks in digital communications**	40-50%
Domain 2 Planning	**STANDARD 3.0 Demonstrate verbal and nonverbal communication skills required by the media industry** **STANDARD 4.0 Demonstrate written communication skills required by the media industry** **STANDARD 7.0 Engage in pre-production/planning phase of product creation in digital communications**	20-25%
Domain 3 Product Refinement	**STANDARD 9.0 Perform tasks in the post-production phase of product refinement in digital communications** **STANDARD 11.0 Monitor quality assurance of product creation concurrent with all phases of production in digital communications**	15-20%
Domain 4 Marketing & Distribution	**STANDARD 10.0 Deliver/distribute product(s) using various media in accordance with consumer expectations in digital communications** **STANDARD 12.0 Present product(s) to selected audience(s) using media in digital communications**	10-15%
Domain 5 History & Law	**STANDARD 1.0 Analyze the media industry, its business practices, and its role in the economy** **STANDARD 2.0 Investigate intellectual property law and rights management**	5-10%

Content domains are bodies of knowledge, skills or abilities to be taught or assessed. They are clustered as related to technical standards for instruction. The suggested percentage of instructional time is listed for each domain. Instructional time corresponds to the percentage of assessment items included on the Technical Skills Assessment.